

VIVE®, MUCH MORE THAN JUST A SUSTAINABLE CONDOMS SOCIALLY-MARKETED BRAND



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1. BACKGROUND

In response to the HIV epidemic in Central America, Population Services International (PSI) created in Central America, its affiliate, the Pan American Social Marketing Organization (PASMO) in 1996.

PASMO's inception project was to launch a regional socially-marketed condom brand, "VIVE," to improve availability of and access to high quality condoms.

Sustainability of the brand and growth of the total market were core principles from the start of the project.

2. DESCRIPTION

To achieve brand sustainability, PASMO developed a tiered sustainability strategy, starting with cost recovery of commodities through product sales (achieved in 2000), cost recovery of commodities and marketing costs (achieved in 2010), and finally cost recovery of commodities, marketing and the bulk of operating costs (achieved in 2012).

PASMO´s strategy for growing the overall condom market was to implement a total market approach to ensure openness within the market for both public sector and fully commercial-sector brands to serve appropriate consumer segments.

This strategy was coupled with highly targeted combination prevention programs to reach populations most affected by HIV and limiting drastic price increases.

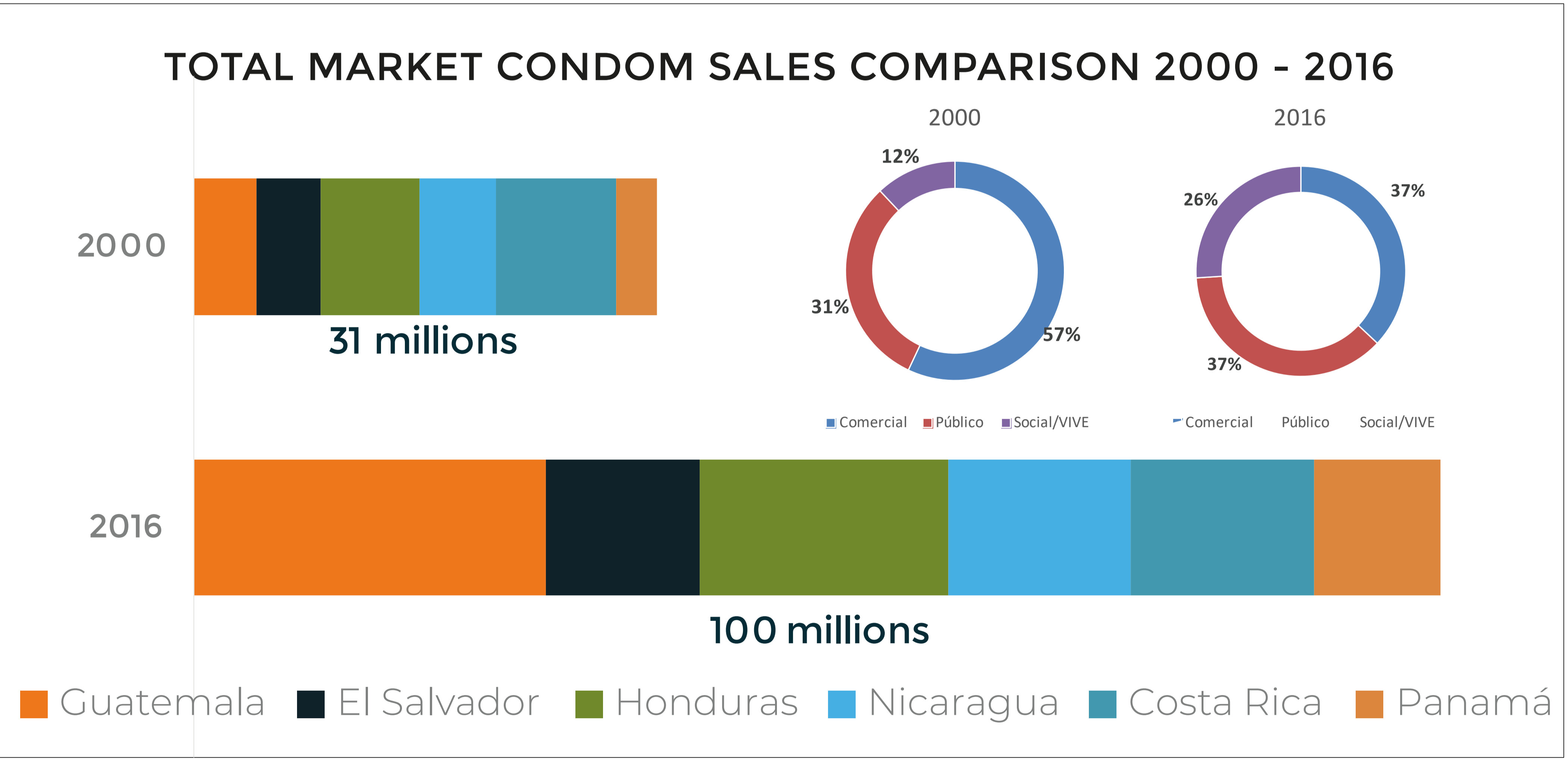
3. RESULTS

Today, PASMO's VIVE brand is the leading condom brand in Central America, both in terms of sales and brand image having 50.4% of regional market share.

The use of marketing research tools has informed Vive's marketing strategies and ensured that the brand remained aligned with changing consumer preferences by applying multiple brand extensions, rebranding campaigns and new products.

Through deliberate strategies to spark controversy and debate, VIVE mass media campaigns raised awareness about condoms and contributed to lower stigma associated with condom purchase and use.

All these efforts have contributed to grow the Central American condom market from nearly 31 million in 2,000 to over 100 million in 2016, and with behavioral data indicating that 48.4% FSW and 54.2% MSM are frequent users of the brand.



4. CONCLUSIONS AND RECOMMENDATIONS

- The challenge of creating a sustainable socially-marketed brand needs to be accompanied by combining marketing techniques to guarantee competitiveness.
- Serving HIV target populations is a core value of condom brands that contributes to a wider, healthier and appealing market.

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